DAKTRONICS

Mens Open 200m Freestyle
Final
1:26.0
LN PL
3 1 Poss DIVENPURT LCLA 1:21.84
4 1 Rulert RENNICK NACC 1:21.84
5 3 Andrew HUNTER WSWX 1:22.10
7 4 Dovid CURRY LCLA 1:22.87
1 5 Duniel CUUMBS LCLA 1:22.99
2 6 A TIIRLWELL TEN 1:23.53
6 6 Simun BURNELL 1:23.53
8 8 Duniel HESTER BAUW 1:25.07
DAKTRONICS

AQUATICS 101:
MAKING THE AQUATICS SALE

DAKTRONICS

AQUATICS

PRODUCTS:

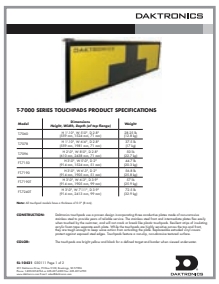
- timing consoles
- horn start systems
- deck cabling
- touchpad
- relay take-off platforms
- numeric scoreboards
- video and message displays

SALES TOOLS:

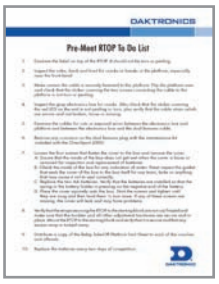
- Daktronics.com
- catalog
- Latest Score publication
- brochures, specs, position papers, fact sheets
- Aquatics 101: Aquatics Sport Basics (SL08783)

REFERENCES:

Besides many printed resources available on DakInfo, the aquatics section on Daktronics web site is invaluable. http://www.daktronics.com/ProductsServices/Products/ScoreboardsTimingSystems/Aquatics/Pages/default.aspx

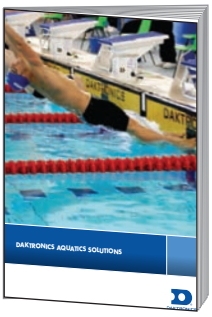


Touchpad Spec
SL10421

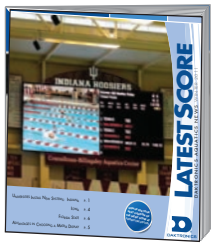


RTOP Pre-Meet Test
DD1267973

Total Scoring Solution
DD1921160



Total Aquatics Solutions
DD1565872



The Latest Score
DD1965333
(Bi-annual publication, several issues available)

RTOP Fact Sheet
DD1265002

Compatibility Fact Sheet
SP10089

AQUATICS MARKET

Give your customers the Daktronics aquatics advantage

Daktronics entered the market in 1973 and is becoming a dominate force in the aquatics world by manufacturing the most reliable and accurate timing system in the industry.

Daktronics aquatics equipment has the features and functions customers expect. Most products are direct drop-in replacements into other manufacturers' systems. Plus, Daktronics local service is unmatched in the market. It's no wonder more and more natatoriums and pool facilities are turning to Daktronics scoring and timing systems.

UNIVERSITY OF HOUSTON
Men 400 Free Relay 1:30.1
Event: 41 Heat: 1 Laps Completed: 4
1 Uno-A UNO 25.54 1:18.01 8
2 UB Purple Kn UBPK 25.05 1:16.87 3
3 Calu-A CALU 25.09 1:17.12 5
4 Clarion-A CLAR 25.05 1:16.24 1
5 Grand Valley GVSU 24.72 1:16.99 4
6 Huskies-A SCSUM 25.75 1:17.75 6
7 Minnesota St MSUMN 25.86 1:17.96 7
8 Delta St.-A DSU 24.60 1:16.30 2

University of Houston
2009 Division II National Championship

Who is the competition?

Colorado Timing Systems (CTS) has been the primary timing manufacturer in the USA. International Sports Timing (IST) is a significantly smaller player. Omega Timing Products dominate the international aquatics markets.

Mission Viejo Club, California

Who are the customers?

Clubs, Municipalities, Parks & Recreation

- From YMCA beginners to Olympic training pools
  - see www.usaswimming.org (search by club, city, state)

Educational Institutions

- Middle Schools and High Schools (approx. 9000 in the US)
- Colleges (approx. 500 in the US)
  Organizations include:
  - National Collegiate Athletic Association (NCAA)
  - National Association of Intercollegiate Athletics (NAIA)
  - National Interscholastic Swimming Coaches Association (NISCA)
  - Community Colleges

Mansfield I.S.D Natatorium, Texas

TIMING CONSOLE

The **OmniSport® 2000** console is the central processing unit for the timing system. As a versatile, easy-to-use, rugged and affordable controller, Daktronics timers provide more features at a lower cost than any timer on the market. It has standard swimming, diving, water polo, pace clock and manual track timing functions. A built-in printer provides quick results.

Compatibility: The OmniSport 2000 console accepts data from CTS touchpads and with an interface, the console can be used with CTS in-deck or on-deck cabling harnesses. The timer can show data on CTS scoreboards.

Increase the console's capability with optional **OmniSport 2000 Pro Software**. Sold separately, the software is Windows-based for enhanced printout options. Installed on an extra laptop, the software gives unlimited race management possibilities for all levels of competition or size of meet, including swimming, diving, synchronized swimming and synchronized diving.

Competitor's Timing Console

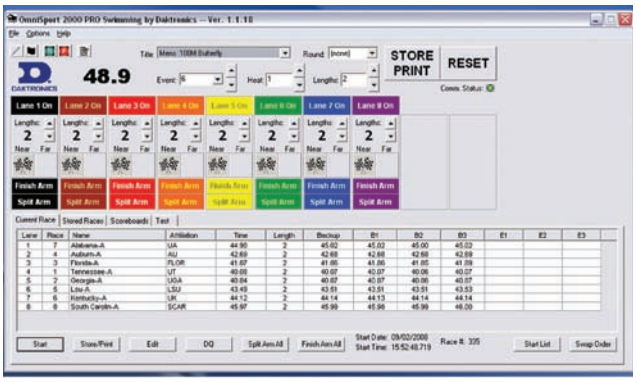
CTS System 6

- Console comes with swimming software only
- Other programs cost extra
- Times up to 12 lanes (Daktronics times up to 10 lanes)
- Requires external printer.

CTS System 6 timing console

OmniSport 2000 console with Pro software laptop

OmniSport 2000 console



OmniSport 2000 Pro Software

HORN START SYSTEMS

The **HS-200** horn start and public address system features a rechargeable battery that lasts for more than 15 hours when fully charged. It can be programmed to amplify a typical start tone or to replicate a digital gun sound for track events. It also has the ability to enable or disable the recall function when a false start occurs. Other features include the Practice Mode which bypasses the recall and will allow a start every 3 seconds. The new Smart Start eliminates the possibility of a missed start. Daktronics horn start operates with up to 10 lane speakers (plus an auxiliary speaker) on separate volume controls. Customers like the convenient light emitting diode (LED) indicators. The five-hour rechargeable battery has a 5-year life span.

Compatibility: The horn start is a direct drop-in replacement with all manufacturers' systems.

Competitor's Start System

CTS Infinity Start

- Only battery operated and will not operate while charging
- Extra speakers drain battery quickly
- Championship Start System has many pieces, a tripod mount (tripods can be tipped easily) and speed lights

CTS Championship Start System

- Includes many pieces, a tripod mount (tripods can be tipped easily) and speed lights

Wireless HS-200R horn start

HS-200 horn start

Horn start with brackets

Auxiliary speaker

Lane speaker

TOUCHPADS

Daktronics **T-7000** series touchpads have stainless steel construction preventing cracking and warping. With sensitivity across the entire nonslip, nonabrasive surface, the touchpads record fair and consistent starts and turns. The touchpad fills with water, making leaking and floating problems nonexistent. New features include a field replaceable cable and a custom extrusion to protect the face and top lip of the touchpad with a more comfortable rounded edge. Daktronics offers six standard sizes. The **FT-7240** models meet FINA specifications. An optional touchpad cart makes storage convenient.

Compatibility: Touchpads may be used on a CTS or IST system with a small interface box. Daktronics touchpads are not compatible with an Omega timer.

Competitor's Touchpads

CTS Aqua Grip

- All plastic, light weight construction
- Air-bladder design requires air pump for adjustments
- Same non-slip surface as Daktronics touchpads
- Also has an optional touchpad cart

Touchpads and RTOPs

Touchpads with optional cart

RELAY TAKE-OFF PLATFORMS

Daktronics **RTOPs** are touch sensitive rather than pressure sensitive. Platforms are no longer vulnerable to different block vibrations, start styles or weight of the swimmers. They meet and exceed all National Federation of High School (NFHS), USA Swimming, NCAA and FINA requirements. RTOPs are available in six sizes and may be customized with color and logo.

An optional RTOP cart is available.

Compatibility: The RTOP can ONLY be used with Daktronics equipment.

Competitors' Relay Judging Platforms

CTS and Omega

- Platforms are pressure sensitive resulting in inaccurate times due to vibrations, swimmer weight and style of start.

Relay Take-off Platform

Optional RTOP storage cart

DECK CABLING

On-deck cabling

Individual lane modules handle data from the touchpads, three buttons per lane and the "next lane" data. A lane extension cable connects the closest lane to the OmniSport 2000 console. Advantages of the modular deck harness include ease of setup, services and tear down. A separate harness is used for speakers.

Push button

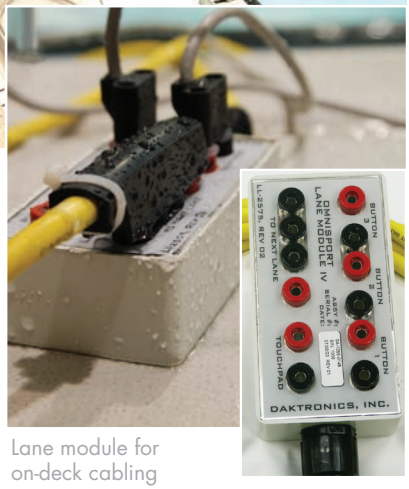
Push buttons are typically used to verify touchpad times. When touchpads are not available, the push buttons are used as the primary timer.

In-deck cabling

When selling to new construction projects, the in-deck cabling system is often installed. Advantages include simplified setup and fewer stray cords increase safety.

Compatibility: Daktronics lane modules and lane interfaces only work with Daktronics timing consoles.

Push button plugged into lane module



Lane module for on-deck cabling

Competitors' deck cabling

CTS cabling

- Uses one full harness to connect touchpad and one button.
- Add a harness for button 2 and 3.
- Start system plugs into the harness.
- CTS cabling is compatible with Daktronics timing console, using Daktronics CTS cabling interface.

Omega cabling

- Omega cabling is not compatible.

Deck plate for in-deck cabling

NUMERIC SCOREBOARDS

Daktronics offers both horizontal and vertical numeric scoreboards. The **SW-2000** series scoreboards feature 10" LED digits in red, amber or alternating colors displaying LANE, PLACE and TIME. With one power source for the entire scoreboard, upgrading to a multi-line scoreboard is cost effective. It is designed with modules for ease of ordering and installation. An additional four auxiliary models are available.

PanaView® LED digits:

LEDs protrude through the face for better viewing angles with superior contrast.

Compatibility: Daktronics **SW** scoreboards work with CTS and Omega timers.

Water polo scoreboards

The **WP-2000** series scoreboards are a versatile scoring solution fit for every facility.

Adding a **MS-2013** multisport portable LED scoreboard gives clock, score and period functions.

Daktronics training and practice clock is the **PC-2001** pace clock.

Pace clocks and multisport scoreboards are not compatible with competitor timing systems.

Competitor's scoreboards

- CTS sells light reflective or LED boards.
- Plexiglas in front of the digits reduces viewing angles.
- Each module has a power cord requiring multiple outlets.

Horizontal scoreboard

Vertical scoreboard

Swimming/Water Polo scoreboard

MESSAGE OR VIDEO DISPLAYS

Facilities today are often multipurpose. Having a flexible display adds value to the scoring system. Improved engineering and manufacturing processes are closing the cost differentiation between some matrix displays then that of a numeric scoreboard.

Daktronics is the leading manufacturer of large screen video displays. These displays are for customers with high expectations and desire to show real-time video. For customers who want everything but video, a full color or monochrome message display is their solution.

Features:

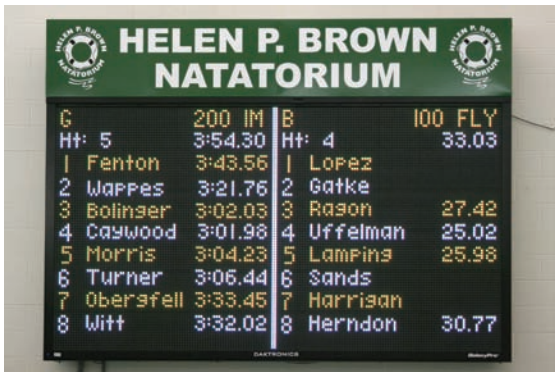
- Crisp, clear LED (monochrome or color) in message or video displays.
- Tailor-made displays to accommodate any facility.
- Accepts several live video inputs, including high-definition, composite, component and S-Video.
- Video models require front-end equipment and fewer personnel for operation.
- Content management is unsurpassed in the aquatics market. Announce upcoming activities for the pool or other organizations' events. Recognize financial partners. Acknowledge hard-working athletes with their names and pictures.

Compatibility: Daktronics matrix displays accept data from CTS and Omega timers.

Competitors' displays

- CTS sells LED monochrome displays.
  - Displays are built and installed in panels
  - Modules use many power cords.
  - As far as content management capabilities, CTS has nothing comparable to Daktronics Venus 7000,Venus 1500 series controllers, V-Link video interface or the V-Play video and audio server.

Lake Highland Preparatory School, FL



Fort Wayne Schools, Indiana

Indiana University

AQUATICS SALES TIPS

Discovery Questions

- Who is/are the decision maker(s)?
- Why is the customer wanting to get new equipment?
- What issues are they currently experiencing?
- What are their expectations for the new system?
- How close are they to a DSS or independent service office?
- Who is their current service provider?
- Would a demonstration be appreciated?
- How much time is available before a decision is made?
- Is video capability required for the display?

Daktronics products sell themselves

The coach needs to know you first before they will change their loyalties from a CTS customer to a loyal Daktronics customer.
The key: Relationships and Service

Top reasons to get the Daktronics aquatics advantage

1. Superior reliability and accuracy
2. Most Daktronics products are direct drop-in replacements into CTS and Omega systems
3. Most comprehensive network of local support in the industry
4. Daktronics offers pool design services which include timing systems consultation, conduit and cabling layouts and bid specifications.
5. Daktronics offers the only parts exchange program in the aquatics industry. With nearly 40 years of providing the most complete line of timing and scoring products, Daktronics offers outstanding customer support programs, engineering capabilities and the most integrated product available.

Call for advice. We are ready to help!

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